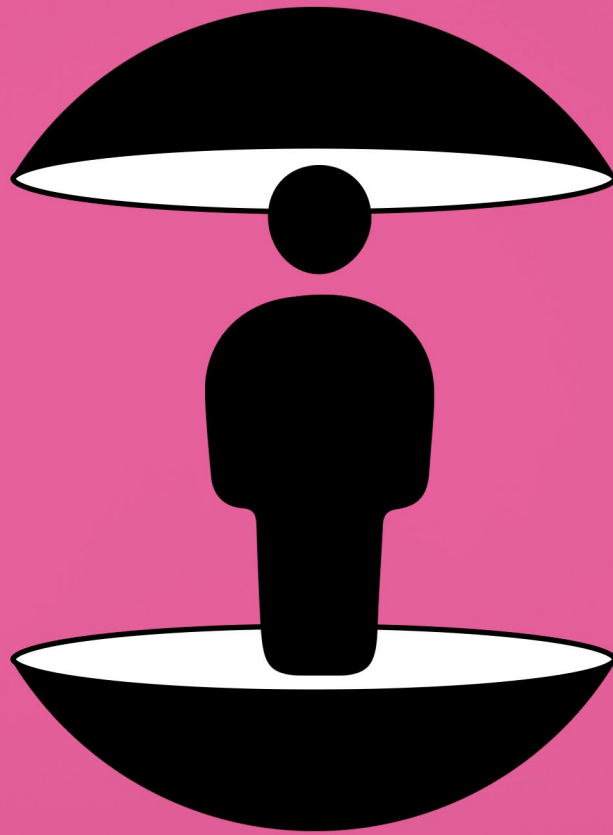Ph.Creative

Getting
GOOSEBUMPS

Chapter 3

Persona and empathy mapping ebook

"A persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers."

HubSpot.

Introduction

We at Ph.Creative have discovered that social media isn't just social media anymore; it's much more than that. To be successful across the myriad of available channels you need to combine a variety of other marketing disciplines. To be truly effective you need to have your personas defined, your influencers engaged and your remarkable content scheduled. Then, and only then, are you ready to enter the realm of social media.

History of personas

Personas, also known as 'consumer pen portraits', were created in the mid-90s with the aim of developing a customer relationship management strategy. This was then adopted and made famous by advertising agency OgilvyOne; while Apple used personas when designing its user interface in 1999.

Personas have risen in popularity over the last decade, mainly from a user experience point of view when designing software. However, more recently, the rise of digital marketing has led to the adoption of persona mapping for product marketing and strategic planning. The social media landscape that has enthralled us has also fragmented audiences across different channels, at different times and with different messages. Personas allow us to refocus and fine tune our messaging so that it resonates with the people we want relationships with.

Who are they and why are they effective?

A persona is a fictional character that you create and develop based on some of your most important customers.

You want to be able to understand what their wants and needs are from their point of view, and how this will affect their buying decisions. Developing personas will allow you to identify core audience segments, understand their goals, and tailor content and products to match.

The pre-persona process

Before mapping out your personas, you need to gain deep insights into your current customers and try to uncover their needs. Consider the following questions:

Demographic

- Demographics – age, gender, marital status.
- Educational background – what level of education do they have and what did they study?
- Career path – How did they get to where they are today?

Challenges

- What are their biggest challenges and why?
- How do they solve those challenges?
- What don't they like about solutions the they've tried?

Job Information

- What is their job role?
- Do they have a supervisor?
- What does a typical day look like?
- What skills are required to do their job?
- What are the goals of their role?

Influencers

- How do they find new information?
- What publications or blogs do they read?
- What associations do they belong to?
- What social networks do they use?
- Who do they respect most and why?

Shopping Preferences

- What is their preferred method of communication with a vendor?
- What types of information do they look at before making a purchase?
- Describe a recent purchase and why?

Interests

- How do they spend their free time?
- What do they consider an indulgence or treat?
- What activities do they consider routine or mundane?
- What type of topics do they generally read about?

Once you have collated the key information from your customer interviews, you need to organise your customers into groups based on this data. You could segment them into the following groups:

- Geographical segmentation – Group those from certain locations
- Demographic segmentation – Group based on demographics and job information
- Psychographic segmentation – Group based on influences, and challenges
- Behavioural segmentation – Group based on personal interests and shopping preferences

Persona mapping

It is likely that there will be some questions that cross over from your customer interviews into your persona mapping.

However, to gain an insight and understanding of your personas it is crucial that you interview your current customers. After you have completed the mapping checklist, collate all the answers together to create a story. Below is a checklist you can follow when mapping out your personas.

1. Personal details

Personal Details	Job Role
Give your persona a name. (This helps make the process more personal)	
What industry does your persona work in?	
What role does he/she hold and what is their level of seniority?	
What does a typical day hold for them in the workplace?	
What is their educational background?	
How familiar are they with the term 'Inbound Marketing' or indeed, online marketing?	
Please list any relevant background information such as hobbies, family situation.	
Age	
Income	
Current Location (Countryside, Urban, City)	
Gender	
Where do they live online? (Do they spend time on Facebook, Twitter, news sites etc?)	

2. Goals and challenges

Goals - What do they value they value most?	Job Role
What is your persona's Primary Personal Goal?	
What is your persona's Primary Professional Goal?	
What other goals do they have personally?	
What other goals do they have professionally?	

Challenges / Pain Points	Job Role
What are the personal challenges experienced by your persona? (Lack of time, family commitments etc)	
What are the professional challenges experienced by your persona? (Reporting to CEO, budget etc)	

3. Keywords/pain points and solutions

Keywords and Pain Points	Job Role
What words do your personas use to search for solutions to their pain points?	
Are they aware that your services will solve their pain points?	
Do they understand the services you offer?	
Where do they go for information? (Google, friends, Facebook, forums etc.)	

Solutions	Job Role
What challenges do you solve for your personas? What can your organisation actually do for them?	
What services do you offer to solve these pain points and challenges?	

4. Quotes, objections, pitch and questions

Real Quotes	Job Role
Have you spoken to your current customers? Maybe include some feedback that they provided when speaking with you.	

Objections	Job Role
Identify the most common objections your persona may raise during the sales process.	

Elevator Pitch	Job Role
Considering all you have learned about your personas, please outline a one minute pitch (known as an 'elevator pitch') that explains what solutions you can offer to each of your personas' pain points and challenges.	

Questions that the persona may ask?	Job Role
Imagine being able to listen in on a conversation that your persona is having over the phone. What questions are they asking?	

Empathy Mapping

Once you've mapped the demographic information of your personas, it's a good idea to map their empathy.

Empathy mapping is a technique that adds value and insight to the picture that you have already painted of your buyer personas. Your demographic research and impression of your target customer will tell you who they are. But empathy mapping tells you what they feel, how they think and in what ways they are most likely to act.

This is a tremendously useful process because it puts you in your potential buyers' shoes. It is this process that allows you to understand their pain points and what emotionally affects them and tailor your marketing messaging accordingly.

Create a map like the one pictured, and map how your persona's feelings and empathy affect their buying decisions and habits.

What does your persona THINK AND FEEL?

What do they value and what are their goals?

What is your persona's primary personal pain point?

What is your persona's primary professional pain point?

What does your service have to offer them to fix their problem?

What does your persona SEE?

- What does your persona do socially?

- What channels/platforms or media do they consume?

- Are they aware of your services?

- What experience are they looking for when shopping for your products and services?

What does your persona HEAR?

- Where does your customer go to find reviews/information?

- What are their media consumption habits?

- What social channels/networks do they frequent?

- Who influences your persona personally and online?

What does your persona SAY AND DO?
GENERAL:

What language does your persona use?

What does their daily routine look like?

What is their job role and level of seniority?

How does your persona interact personally and online?

PAIN:

What is their biggest challenge?

What are some popular questions your personas have about your product/service?

How does your persona overcome obstacles?

GAIN:

How does your persona measure their success?

What is the most important thing your persona is looking for?

How does your persona prioritise their needs?

Final thoughts on personas

Personas in marketing are a powerful tool.

They allow you and your team to create empathy for the people you're looking to start a relationship with, understanding them as humans and not just numbers. They help you to pinpoint their pain, which in turn allows you to create content that adds value for them, while simultaneously improving your brand. Creating personas puts people at the forefront of your business, thinking about them first and foremost.

We hope you've found this PDF useful. Don't hesitate to contact us for more information and to discuss how we can help you discover and develop your employer brand. Visit www.ph-creative.com for details of our UK and US offices, or simply email liverpool@ph-creative.com